

Message Text

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ACTION EA-10

INFO OCT-01 ISO-00 AID-05 CIAE-00 EB-07 FRB-01 INR-07

NSAE-00 TRSE-00 XMB-04 OPIC-06 SP-02 CIEP-02 LAB-04

SIL-01 OMB-01 /051 W

----- 005740

R 210832Z FEB 75

FM AMEMBASSY TAIPEI

TO USDOC WASHDC

INFO SECSTATE WASHDC 4281

UNCLAS TAIPEI 0873

USDOC FOR OIM/FE -- SONNE

E.O. 11652: N/A

TAGS: BEXP, TW

SUBJECT: MARKET RESEARCH -- MOTOR VEHICLE MAINTENANCE AND
SERVICING EQUIPMENT, REPUBLIC OF CHINA

REF : STATE 025029 OF 2/4/75

SUMMARY: ALL OF THE FOUR FIRMS INVITED TO BID SUBMITTED
PROPOSALS FOR CONDUCTING SUBJECT RESEARCH. BIDS RANGED FROM
\$2,500 TO \$3,900. POST RECOMMENDS ACCEPTANCE OF BID BY PEAT,
MARWICK, MITCHELL AND CO. END SUMMARY.

1. FOLLOWING FIRMS WERE INVITED TO BID ON SUBJECT RESEARCH:
MANAGEMENT CONSULTANTS CORP. (MCC); HARVARD MANAGEMENT SERVICE,
INC. (HMS); CHINA CREDIT INFORMATION SERVICE, LTD. (CCIS); AND
PEAT, MARWICK, MITCHELL AND CO. (PMM). EACH FIRM'S PROPOSED
NUMBER OF INTERVIEWS AND PROJECTED COSTS ARE OUTLINED BELOW.

FIRM	COSTS	INTERVIEWS
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MCC	\$US 3,900 -- IMPORTERS	6
	\$NT148,005 -- LOCAL MANUFACTURERS &	

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RETAILERS	6
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-- END USERS	8
-- TRADE ASSOCIATIONS	4
-- FOREIGN MANUFACTURERS & RETAILERS	3
-- GOVERNMENT TRADE OFFICIALS	2
-- CUSTOMS OFFICIALS	2
-- BANK OFFICIALS	2

TOTAL	33

HMS \$US 2,655.7 (DISTRIBUTION NOT SPECIFIED
\$NT100,650.00 IN PROPOSAL) 50

CCIS \$US 2,730.00 -- MOTOR VEHICLE MANUFAC-
\$NT103,467.00 TURERS 4

-- MOTOR VEHICLE MAINTENANCE EQUIPMENT MANUFACTURERS	10
-- REPAIR & BODY SHOPS	15
-- GARAGES	5
-- IMPORTERS	5
-- WHOLESALERS	8
-- GOVERNMENT OFFICIALS	2
-- TRADE ASSOCIATIONS	5
-- TRADE JOURNALS	3

TOTAL	57

PMM&CO. \$US 2,500.00 -- TRADE ASSOCIATIONS 2-3
\$NT 95,000.00 -- TRADE JOURNALS 1-2

-- GOVERNMENT OFFICIALS	2-3
-- SALES REPRESENTATIVES & IMPORTERS	5-7
-- DOMESTIC MANUFACTURERS & ENGINEERS	3-5
-- MAJOR END USERS/BUYERS	12-15

TOTAL	25-35

2. EVALUATION OF BIDS SUBMITTED.

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A. MCC'S PROPOSAL IS WELL PREPARED AND ITS STAFF IS HIGHLY QUALIFIED TO CONDUCT THIS RESEARCH. THE FIRM WAS RECENTLY AWARDED THE CONTRACT FOR THE "BUSINESS EQUIPMENT AND SYSTEMS" GLOBAL MARKET SURVEY. HOWEVER, MCC'S BID PRICE IS SOMEWHAT HIGH FOR THE NUMBER OF INTERVIEWS PROPOSED.

B. HMS'S BID PRICE IS ADEQUATE FOR THE NUMBER OF INTERVIEWS PROJECTED; BUT THE BID PROPOSAL FAILS TO INDICATE WHOM THE

FIRM WILL INTERVIEW AND THE METHODOLOGY BY WHICH THE STUDY WILL BE PREPARED.

C. CCIS'S PROPOSAL SHOWS A GOOD GRASP OF SUBJECT MATTER TO BE RESEARCHED. THEIR PROPOSED PRICE IS ADQUATE FOR THE NUMBER AND DISTRIBUTION OF PLANNED INTERVIEWS. HOWEVER, POST'S PAST EXPERIENCE (CCIS'S SEPARATION OF "HOTEL AND RESTAURANT EQUIPMENT MARKETS IN TWMWAN") REQUIRE EXCESSIVE MANHOURS WITH CONTRACTOR TO CORRECT STATISTICAL, GRAMMATICAL AND STYLISTIC DEFICIENCIES. SUCH SUPERVISION WOULD NOT BE POSSIBLE UNDER EXISTING WORKLOAD AT CPLT.

D. PMM&CO.'S PROPOSED PRICE WAS LOWEST AMONG BIDDERS. IN VIEW OF THEIR PROPOSED NUMBER AND DISTRIBUTION OF INTERVIEWS AS WELL AS THEIR PROPOSED FORECASTING METHODOLOGY, POST FEELS PMM&CO. IS BEST QUALIFIED TO CONDUCT SUBJECT RESEARCH. IN NOVEMBER, 1974, PMM&CO. COMPLETED THE "AIR AND WATER PURIFICATION AND POLLUTION CONTROL EQUIPMENT" GLOBAL MARKET SURVEY FOR THE ROC. POST FOUND THAT THIS FIRM PRODUCES HIGH QUALITY WORK WITH A BARE MINIMUM OF SUPERVISION.

CONCLUSION: IN VIEW OF FOREGOING, POST RECOMMENDS THAT PEAT MARWICK MITCHELL AND CO. BE AWARDED SUBJECT STUDY. ONE COPY OF BID PROPOSALS WILL BE MAILED TO COMMERCE VIA APO AIR MAIL AND ANOTHER, BY COMMERCIAL AIR MAIL.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 21 FEB 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975TAIPEI00873
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750063-0564
From: TAIPEI
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750222/aaaaatfa.tel
Line Count: 142
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 75 STATE 025029, 75 OF 2/4/75
Review Action: RELEASED, APPROVED
Review Authority: ElyME
Review Comment: n/a
Review Content Flags:
Review Date: 01 DEC 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <01 DEC 2003 by ThomasVJ>; APPROVED <30 DEC 2003 by ElyME>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
05 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: MARKET RESEARCH -- MOTOR VEHICLE MAINTENANCE AND SERVICING EQUIPMENT, REPUBLIC OF CHINA
TAGS: BEXP, TW
To: COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006